

University of Arizona Giving Day Information February 14-15, 2022

Overview: University of Arizona Giving Day is a 24-hour, university-wide crowdfunding initiative to increase giving participation and donor engagement. Giving Day will run from **Feb. 14-15, 2022** on Valentine's Day and the day the state of Arizona was founded.

- **Soft Launch:** Jan. 17, 2022 (early gifts and signing up Ambassadors)
- **Launch:** Feb. 14, 2022, 12 p.m. MST – Feb. 15, 2022, 12 p.m. MST
- **Annual Giving Freeze:** To focus on launching a successful Giving Day, crowdfunding and solicitation efforts outside of Giving Day priorities will be temporarily paused from February 1-15, 2022

Goals/Objectives:

- Dollar: raise \$XX Million (FY21: \$1,052,278)
- Donor: reach 1,885 donors (FY21: 1,384)
- Digital: increase website conversion rate from 9.72%
- Pipeline: retain at least 60% of Giving Day donors from previous year (non-ICA givers)

New this Year:

- Giving Day is a standalone and not tied to Homecoming
- Individual landing pages for participating colleges/units
- Opportunities for colleges/units to send emails to promote their Giving Day priorities with Annual Giving providing a template, sample copy and the mailing list
- Social media and ambassador specific challenges
- Student groups involvement with event and promotion
- Separate email strategy for future donors

Major Gifts and Challenges on Giving Day

Leverage Major Gifts for Giving Day Challenges: One of the best ways to motivate annual giving level donors and non-donors to give on Giving Day is through Challenges. A Challenge offers the chance for gifts to be doubled or even tripled thanks to a generous major donor.

How Challenges Work on Giving Day: When a Challenge gift is secured, Annual Giving will work with the Development Officer to create the Challenge parameters and content for approval from the donor. Challenges appear on the events page of the Giving Day site and are active until the goal is achieved. The site tracks all gifts towards a Challenge by asking the donor specific questions when making their gift. For example, if a Challenge is targeted to Alumni, it would ask "Are you an alumnus? Yes or No." If yes, the gift would be counted. Challenges may also be promoted in Giving Day emails, by student callers in the Telephone Outreach Program and on social media.

Examples of the FY21 Homecoming Giving Day Challenges:

- Arizona Assurance Scholars (\$25,000 match)- Clint McCall
- SALT Center Scholarships (\$30,000 match)- Ashley Lomery
- Richard H. Tyler Student Emergency Fund (\$27,000 match)- JP Roczniak
- CALS Ag 100 Council (\$10,000 match)- Jim Davis
- Wildcat Athletics Fan Challenge (\$50,000 match)- Scott Shake

Other Ideas for Challenges: Is the donor passionate about providing more scholarship dollars to students in the college or do they want to inspire more recent graduates to start giving? Challenges are a great way for our philanthropic leaders to motivate others by increasing the impact of smaller gifts.

Some ideas include:

- First time donors
- Recent Grads from the University or a Unit
- Alumni from a Unit
- Classmates from a specific year
- Double the impact of gifts from Students or Faculty & Staff
- Parents of current students

Development Officer Tool Kit: Annual Giving will provide a Tool Kit to help you prepare to talk to your prospects about Giving Day. The Tool Kit will include sample emails, information about Giving Day activities and the funds that will be supported. Marketing materials and social media assets will also be available to campus marketers and others. *(in development, coming in September)*

Challenge Gift Timeline:

September – December 2021

- Secure major gifts for challenges and lead gifts

January 2022

- Annual Giving works with development officers to create parameters and language for challenges and adds them to the Giving Day site when approved

February 2022

- Giving Day launches on Monday, February 14

Multi-Channel Fundraising and Giving Day Timeline

Fundraising: maximize giving and participation with a multi-channel approach. Key audience segments include non-donors, donors, recent donors with soft ask, Wildcat Journey donors, leadership giving donors, recent grads, graduating students, parents and faculty and staff.

- **Crowdfunding:** A Giving Day crowdfunding page will be created to drive all traffic from email and social media to the site for giving. Early gifts will be posted on the donor wall and/or utilized as challenges.
- **Email:** A series of emails will be sent beginning on **2/1/22**. Wildcats will be asked to spread the word about Giving Day on their social media platforms, make an early gift and participate in challenges. They can also sign up to become a Giving Day ambassador.

- **Social Media:** Social media posts and paid media ads (Facebook/Instagram, Twitter and Google Display) will start on **2/7/22**. UA Foundation, Alumni Association and University of Arizona will serve as the primary social media channels. A social media toolkit will be provided for academic units, non-academic units, leadership boards, student organizations and ambassadors. We will build out a list of social media ambassadors to help us promote Giving Day, comprised of key personnel (Dr. Robbins, Deans, Dave Heeke, Kasey Urquidez, Marc Acuna, etc.) and last year's ambassadors.
- **Telephone Outreach Program (TOP):** Student callers will begin making phone calls asking for support of Giving Day. Freshman Parents will be the priority. We will have student callers working throughout the Giving Day. We will also use person to person texting throughout where students can send giving link and reply to questions.
- **Direct Mail:** Mail "valentine" to donors and lapsed donors in mid-January to get early gifts returned before February 14.
- **Major and Leadership Giving:** Development Officers secure major and leadership gifts for challenges and lead gifts.

Giving Day Ambassadors: a week prior to launch (2/7/22), our ambassadors will begin posting about Giving Day on their social media channels. Ambassadors consist of influencers plus alumni and friends who self-identify. We will provide ambassadors with a social media toolkit, complete with media assets, templates, sample social media posts and timelines.

Stewardship: Giving areas need to be determined before the plan is created. It will cover how we will thank donors leading up to, on the day of and following Giving Day. As part of the plan, we will cover how DO's can work with Stewardship to steward a major gifts donor, as well as how Marcom and AG will work together to recognize a donor on social media. We will post the plan in our internal communications to avoid multiple stewardship touches (like we had with Fuel the Response).

Timeline:

Project Planning (March 1 – May 31)

- Identify Giving Day date and get approval from Leadership

Project Building (June 1 – August 31)

- Meetings with stakeholders
- Create content and plans

Pre-Launch (September 1 – December 24)

- Secure major gifts and leadership gifts for challenges and lead gifts

Last Minute To-Dos (January 10 – 31)

- Direct Mail appeal to secure early gifts

Launch (February 1-15)

- Email series launches on February 1
- Giving Day site goes live on February 14 at noon (tentative)

Project Wrap-Up (February 16-25)

- Thank donors on social media and by email
- Meet with annual giving, other teams involved to talk about successes, areas of improvement, lessons for next year